~~Number~~ [Interest in Switching to Players → By Brand]

	Total Smokers	Extremely Positive Interest in Players	extremely positive with Brand
Total Sample	~~[illegible]~~ 59	~~[illegible]~~ 23	39%
PM Brands	30	14	47%
Marlboro	22	10	45%
Marlboro Kings	11	7	64
Marlboro 100's	3	2	67
Marlboro Lights Kings	7	—	—
Marlboro Lights 100's	1	1	100
Merit	4	1	25
Merit Kings	2	1	50
Merit 100's	2	—	—
B&H	3	2	67
B&H	2	2	100
B&H Lights	1	—	—
Saratoga 120's	1	1	100
Other Brands	29	9	31
Winston	8	2	25
Winston Kings	2	—	—
Winston 100's	4	1	25
Winston Lights 100's	2	1	50
Camel	6	4	67
Camel Filter	5	3	60
Camel Lights	1	1	100

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Source: https://www.industrydocuments.ucsf.edu/docs/gqnj0004